



How do I design digital services?

The 10 basic principles of service design

The basic principles of Digital Services design primarily require the designer to focus on general requirements that apply to all services. These are further supplemented by guidelines that are related to process, organization, information and technology design.

The Interaction Design Foundation lists the following basic principles of service design in its Service Design Thinking article:

1. The design of services should be based on a genuine understanding of the purpose of a service, the existing demand for a service, and the ability of the service provider to actually provide it.
2. Services should not rely on the company's internal needs, but on customer needs.
3. Services should be designed in such a way that they can not be offered on a component-by-component basis but as a uniform, efficient system. Failure to do so may result in poor overall performance of the service.
4. Services should be designed in such a way that they generate added value for users and customers and are as efficient as possible.
5. The development of services should be based on the understanding that special events - that is, those that lead to deviations in the basic processes - are treated as normal. Processes are designed to automatically adapt to these events.
6. Inputs from the users of the service should always be included in the design of a service.
7. Services can and should first be realized as prototypes before they are fully developed.
8. Services must be designed in conjunction with a clear business case and a business model.
9. Services are to be developed as Minimal Viable Service (MVS), ie as a service with minimal requirements, and thus already be used. As a result, they can be iterated and continually improved by continuously adding value based on user and customer feedback.
10. Services should be designed and offered in cooperation with all relevant internal and external stakeholders.

Source: <https://www.interaction-design.org/literature/article/the-principles-of-service-design-thinking-building-better-services>